

In the Claims

Please cancel claims 12-35.

Please add claims 36-41.

Please amend claims 1 and 4-11 as follows:

1. (Amended) A system for demographically-targeting advertisements to a given user of an interactive television program guide, comprising:

user television equipment, including:

a receiver for receiving television program guide information and advertisements for the interactive television program guide, the advertisements having associated demographic category data;

a user input receiver for receiving user input;

a microprocessor; and

memory for storing user demographic information for the given user, wherein the user demographic information for the given user is gathered by a survey, wherein the user television equipment is configured to compare the demographic category data associated with the advertisements with the user demographic information

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~~for the given user that is stored in the memory to  
determine which advertisements should be displayed for the  
given user by the interactive television program guide.~~

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4. (Amended) The system of claim 1, wherein the  
comparison of the demographic category data associated with  
the advertisements with the user demographic information  
stored in the memory is performed by the microprocessor.

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5. (Amended) A method for demographically-  
targeting advertisements to a given user of an interactive  
television program guide, comprising:

receiving advertisements for the interactive  
television program guide, the advertisements having  
associated demographic category data;

gathering user demographic information for  
the given user using a survey;

storing the user demographic information for  
the given user;

comparing the demographic category data  
associated with the advertisements with the stored user  
~~demographic information for the given user to determine~~

~~which advertisements should be displayed by the interactive~~  
television program guide for the given user; and

displaying demographically-targeted  
advertisements for the given user in the interactive  
television program guide based on the comparison.

6. (Twice amended) The method of claim 5,  
further comprising:

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storing information concerning television  
channels necessary for determining the user demographic  
information for the given user and storing information  
concerning programs necessary for determining the user  
demographic information for the given user.

7. (Twice amended) The method of claim 5,  
wherein determining the user demographic information for  
the given user further comprises providing for each  
television channel and program having a bearing on at least  
one demographic category of the user demographic  
information for the given user a predetermined value  
~~indicative of how closely the given user viewing the~~

~~television channel or the program fits the demographic category.~~

*Sub D7* 8. (Amended) A method for demographically-targeting advertisements to a given user of an interactive television program guide, comprising:

receiving advertisements for the interactive television program guide, the advertisements having associated demographic category data;

receiving user input from user interface;

*Bo  
Cont.* determining user values for demographic categories utilizing said user input, wherein determining the user values for the demographic categories further comprises applying weight values to the user input that are indicative of the effect the user input has on the user values for the demographic categories;

storing the user values determined for the demographic categories;

comparing the demographic category data associated with the advertisements with the stored values of corresponding demographic categories for the given user to determine which advertisements should be displayed by

said interactive television program guide for the given user; and

displaying demographically-targeted advertisements for the given user in the interactive program guide based on the comparison.

*Sub*  
*1b*  
*BZ*  
*cancel.*  
9 (Amended) The method of claim 5, wherein the user demographic information for the given user comprises demographic categories, and wherein the method further comprises providing default values for the demographic categories of the user demographic information for the given user.

10. The method of claim 5, wherein determining the user demographic information further comprises providing a period for the user demographic information.

*Sub*  
*2c*  
11. The method of claim 5, which further comprises a decay procedure to refresh the user demographic information.

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36. (New) The system of claim 1 wherein the user demographic information includes demographic information selected from the group consisting of: income information and gender information, and wherein the user television equipment is further configured to compare the demographic category data with the user demographic information that includes the demographic information selected from the group consisting of: income information and gender information.

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37. (New) The system of claim 36 wherein the survey by which the user demographic information is gathered is not program guide-based, and wherein the user television equipment is further configured to compare the demographic category data with the user demographic information that is gathered by the survey that is not program guide-based.

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38. (New) The method of claim 5 wherein the user demographic information includes demographic information selected from the group consisting of: income information and gender information, and wherein the method further

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comprises comparing the demographic category data with the user demographic information that includes the demographic information selected from the group consisting of: income information and gender information.

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39. (New) The method of claim 38 wherein the survey by which user demographic information is gathered is not program guide-based, and wherein the method further comprises comparing the demographic category data with the user demographic information that is gathered by the survey that is not program guide-based.

40. (New) A method for demographically-targeting advertisements to a given user of an interactive television program guide, comprising:

receiving advertisements for the interactive television program guide, the advertisements having associated demographic category data;

receiving user input from user interface;  
determining user values for demographic categories utilizing said user input, wherein determining the user values for the demographic categories further

comprises using a separate period for each demographic category, wherein the period for each category is representative of how much user input is needed before the user value for that category is deemed to be reflective of the given user;

storing the user values determined for the demographic categories;

comparing the demographic category data associated with the advertisements with the stored user values of corresponding demographic categories for the given user to determine which advertisements should be displayed by said interactive television program guide for the given user; and

displaying demographically-targeted advertisements for the given user in the interactive program guide based on the comparison.

41. (New) A method for demographically-targeting advertisements to a given user of an interactive television program guide, comprising:



receiving advertisements for the interactive television program guide, the advertisements having associated demographic category data;

receiving user input from user interface;

determining user values for demographic categories utilizing said user input;

storing the user values determined for the demographic categories;

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comparing the demographic category data associated with the advertisements with the stored user values of corresponding demographic categories for the given user to determine which advertisements should be displayed by said interactive television program guide for the given user;

displaying demographically-targeted advertisements for the given user in the interactive program guide based on the comparison; and

using a decay function to refresh the user values for the demographic categories.

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